

CLAIMS

What is claimed is:

1. A method supporting communication of activity information to enable media programming, the method comprising:
 - receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;
 - calculating at least one statistic, using the information related to the request;
 - identifying media using the at least one statistic;
 - scheduling the identified media according to the at least one statistic, for consumption via the communication network; and
 - updating a user interface with the scheduled identified media.
2. The method of claim 1 wherein the information comprises at least one of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and a user identifier.
3. The method of claim 1 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a

digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

4. The method of claim 1 wherein the communication network is the Internet.

5. The method of claim 1 wherein the media comprises at least one of audio, a still image, video, real time video, and data.

6. The method of claim 1 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

7. The method of claim 1 wherein at least one of the calculating, identifying, scheduling, and updating is performed on a periodic basis.

8. The method of claim 1 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

9. A method supporting communication of activity information to enable media programming, the method comprising:

receiving, via a communication network, at least one notification of a user request for consumption of media, each of the at least one notification comprising information related to the request;

calculating at least one statistic, using the information related to the request;

identifying media using the at least one statistic; and

communicating at least one of the identified media and the at least one statistic to a provider of the media, via the communication network.

10. The method of claim 9 wherein the information related to the request comprises at least one of an Internet protocol (IP) address, a media access control (MAC) address, an electronic serial number (ESN), a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and a user identifier.

11. The method of claim 9 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

12. The method of claim 9 wherein the communication network is the Internet.

13. The method of claim 9 wherein the media comprises at least one of audio, a still image, video, real time video, and data.

14. The method of claim 9 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

15. The method of claim 9 wherein at least one of the calculating, identifying, and communicating is performed on a periodic basis.

16. The method of claim 9 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

17. A system supporting communication of activity information to enable media programming, the system comprising:

- a television display;

- a storage for storing media, the storage having an associated network address;

- a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

- set top box circuitry communicatively coupling the storage to a communication network to support consumption of the selected media; and

- server software that receives, via the communication network, a notification comprising at least one of the associated network address and information related to the media selected for consumption, and responds by calculating at least one statistic.

18. The system of claim 17 wherein the media comprises at least one of audio, a still image, video, real time video, and data.

19. The system of claim 17 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

20. The system of claim 17 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

21. The system of claim 17 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

22. The system of claim 17 wherein the information related to media selected for consumption comprises at least one of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, and a user identifier.

23. The method of claim 17 wherein the at least one statistic is a ranking of the relative frequency of consumption of media.

24. The system of claim 17 further comprising:
server software that schedules the availability of media, based upon the at least one statistic.

25. The system of claim 24 wherein the server software performs the scheduling of the availability of media on a periodic basis.

26. The system of claim 17 further comprising:

server software that shares, with a third party, the at least one statistic.